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7 Attorneys for Defendant ALLIANCE
MIDWEST, LLC sued herein as ALLIANCE
8 SALES & MARKETING MW, INC.

9 UNITED STATES DISTRICT COURT

10 EASTERN DISTRICT OF CALIFORNIA, SACRAMENTO DIVISION

11
12 BRIGHT PEOPLE FOODS DBA DR.
13 MCDUGALL'S RIGHT FOODS,

14 Plaintiff,

15 vs.

16 ALLIANCE SALES & MARKETING MW,
INC., and DOES 1 TO 20,

17 Defendant.

18 R & M INNOVATIONS LLC,

19 Plaintiffs,

20 vs.

21 ALLIANCE SALES & MARKETING MW,
22 INC. and DOES 1 TO 20

23 Defendants.

Case No. 2:24-cv-00060-WBS-AC

**JOINT STIPULATION TO SUBMIT
DEFENDANT ALLIANCE MIDWEST,
LLC'S MOTION TO MODIFY
SCHEDULING ORDER UPON THE
RECORD AND BRIEFS**

The Honorable William Shubb

Action Filed: November 27, 2023

Trial Date: June 2, 2026

Case No. 2:24-cv-00058-WBS-AC

(CONSOLIDATED)

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28 JOINT STIPULATION TO SUBMIT ALLIANCE'S
MOTION TO MODIFY SCHEDULING ORDER
UPON RECORD AND BRIEFS - Case No. 2:24-cv-
00060-WBS-AC

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1 This Stipulation to Submit Defendant Alliance Midwest, LLC, sued herein as Alliance
2 Sales & Marketing MW, Inc.'s ("Alliance" or "Defendant") Motion to Modify Scheduling Order
3 Upon the Record and the Briefs is entered into by and among Plaintiff Bright People Foods dba
4 Dr. McDougall's Right Foods ("Bright People") and Plaintiff R & M Innovations, LLC ("R &
5 M") (collectively, "Plaintiffs") and Defendant , based on the following facts:

6 WHEREAS, Alliance's Motion to Modify Scheduling Order ("Motion") (Dkt. Nos. 38, 40)
7 is set to be heard before this Court on November 24, 2025;

8 WHEREAS, this Court requires counsel to personally appear at all motion hearings (*see*
9 Judge Shubb's Case Management Procedures, Standard Information, at 2 ("Remote Appearances
10 in Civil cases"));

11 WHEREAS, this Court retains discretion to determine whether any matter shall be off-
12 calendar and under submission on a case-by-case basis (*see id.*);

13 WHEREAS, the Parties have conferred and agree, given the narrow scope of the issues
14 presented by Alliance's Motion and the thoroughness of the Parties' briefing, that no further
15 argument is necessary for this Court to adjudicate Alliance's Motion;

16 WHEREAS, the Parties may, pursuant to E.D. Cal. Local Rule 230(g), stipulate to have a
17 motion submitted upon the record and the briefs without oral argument;

18 NOW THEREFORE, the parties, by and through their counsel of record, stipulate that
19 Alliance's Motion shall be submitted upon the record and the briefs without oral argument.

20 IT IS SO STIPULATED.
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1 Dated: November 11, 2025

FARELLA BRAUN + MARTEL LLP

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3 By: /s/ Erik C. Olson
Erik C. Olson

4 Attorneys for Defendant and Counterclaimant
5 ALLIANCE MIDWEST, LLC sued herein as
6 ALLIANCE SALES & MARKETING MW, INC.

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8 Dated: November 11, 2025

JEFFER MANGELS BUTLER & MITCHELL LLP

9 By: /s/ Matthew Kenefick
10 Matthew Kenefick

11 Attorneys for Plaintiff and Counterdefendant BRIGHT
12 PEOPLE FOODS dba DR. MCDOUGALL'S RIGHT
13 FOODS and Plaintiff and Counterdefendant R & M
14 Innovations, LLC

ATTESTATION

15 I hereby attest that all other signatories listed, and on whose behalf this stipulation is
16 submitted, concur in the filing's content and have authorized this filing.

17 Dated: November 11, 2025

FARELLA BRAUN + MARTEL LLP

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19 By: /s/ Erik C. Olson
Erik C. Olson

20 Attorneys for Defendant and Counterclaimant
21 ALLIANCE MIDWEST, LLC sued herein as
22 ALLIANCE SALES & MARKETING MW, INC.

23 **PURSUANT TO STIPULATION, IT IS SO ORDERED.**

24 Dated: November 12, 2025



25 **WILLIAM B. SHUBB**
26 **UNITED STATES DISTRICT JUDGE**